

Oneida County Tourism Council Minutes
August 4, 2008
Northern Aire Resort and Spa, Three Lakes 1:30 PM

Present: Romelle Vandervest, Gary Baier, Kari Zambon, Peter Wolk, Trisha Gaffron, Terilyn Fritz

Absent: Dick Dvorak, Bill Neider, Diane Hapka, Dan Kuzlik, Connie Madden,

Guests: Lyn Pilch, Pilch and Barnett, Stephanie Tralong for MAVWAC, Guy Hansen

1. **CALL TO ORDER:** Meeting called to order at 1:33 pm by VP Vandervest
2. **APPROVE AGENDA:** Motion to approve agenda made by Baier/Wolk. Motion carried.
3. **APPROVE MINUTES:** Motion to approve July 7, 2008 minutes made by Wolk/Baier. Motion carried.
4. **APPROVE TREASURERS REPORT:** Report was deferred.
5. **APPROVAL OF INVOICES:** There were no outstanding invoices to report.
6. **DATE OF FUTURE MEETINGS:** Next meeting is September 2008 at 1:30pm at MAVWAC.
7. **CENTENNIAL COMMITTEE REPORT:** The committee had a car in the July 4th parade promoting the Centennial. Island Bay Printing, the City of Rhineland, Hildebrand Russ, NorthStar Title are each sponsoring 500 brochures @\$100 per sponsor. Dawn Prei is also sponsoring brochure. Vandervest is meeting with civic groups regarding the specifics of food booth offerings. Guy Hansen is distributing buckets for the quilt raffle (free). There are 11 homes that will be on the Historic Tour of Homes on October 4th; tickets are \$20 in advance and \$25 at the door. The tour of the Forest Home Cemetery has been researched by the Charter School. Tours will run on September 10th and November 8th.
8. **ONEIDA COUNTY FAIR REPORT:** Vandervest gave report for Kuzlik. There is a lot of enthusiasm. The fair is next week, Thursday -4H judging, and Friday and Saturday.
9. **GROW NORTH AND OCEDC UPDATE:** Report deferred

10. **ITBEC REPORT:** Baier reported that the ITBEC conference will be held in Lac du Flambeau August 5-6, 2008.
11. **OCTC COMMUNITY RELATIONS REPRESENTATIVE:** Tabled.
12. **HIGHWAY 45 UPDATE:** No report was submitted. The group is currently working on the inventory listing.
13. **PILCH & BARNET REPORT/JEM GRANT UPDATE FOR ARTISTS**
INTERACTIVE: Discussed a guys promotion, "Mancations in the OC", a shop local campaign for residents, Fall and Winter Campaign, and staff training programs were discussed.
14. **BUDGET REVIEW AND APPROVAL:** No report
15. **DISCOVER WISCONSIN:** Tabled until the fall.
16. **ONEIDA COUNTY NUTRITION AND PHYSICAL ACTIVITY COALITION:**
Gaffron reported that an inventory is being compiled for a brochure
17. **ONEIDA COUNTY/VILAS COUNT MAP UPDATE:** Need confirmation of joint ad.
18. **PILCH AND BARNETT REPORT:** Discussion regarding reallocation the funds for reprinting the trail guide. Meeting Quest in Chicago on October 22, 2008; cost \$2295 plus transportation and lodging; shop local promotion \$1000. Motion Gaffron/Baier to reallocate \$9000. from trail guide reprint to Meeting Quest, Shop Local/Chamber promotion campaign. Newspaper advertising with Appleton and Wausau targeted. The finals will be reviewed and approved by email. Motion to approve drafting proposed budget that will follow 2008 plan and narrative, to present to the County Board. Gaffron/Baier. Future promotion ideas: Ice fishing; Trips on a Tankful; Guycations, targeting guy groups. Baier requested a small amount be targeted for Ice Fishing.
19. **CUSTOMER SERVICE TRAINING, HIRING, ETC:** Deferred until next meeting.
19. **PUBLIC COMMENT/COMMUNICATIONS:** None at this time
20. **ITEMS TO BE INCLUDED IN NEXT AGENDA:** Finalize budget, all tabled and deferred items. Change alternate for MAVWAC.
21. **ADJOURNMENT:** Motion to adjourn made by Baier/Wolk at 3:27 PM.

Respectfully submitted,
Kari Zambon

